

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (currently amended) A computer-implemented method for determining which advertisements to include with electronic content delivered to users over a network, the method comprising an electronic content provider computer system performing the steps of:
receiving a plurality of advertisements from a plurality of advertisers;
storing revenue information that indicates potential revenue amounts for the plurality of advertisements, wherein each of the plurality of advertisements is associated with corresponding delivery criteria;
associating each of the plurality of advertisements with a priority class, wherein the priority class associated with each of the plurality of advertisements indicates whether the corresponding advertisement is the subject of a guaranteed contract;
receiving, from a client that is not one of the plurality of advertisers, a request to provide over the network a piece of electronic content that includes a slot for an advertisement; and
in response to receiving the request, the electronic content provider computer system performing the steps of:
comparing slot attributes of the slot with the delivery criteria of the plurality of advertisements to determine a subset of the plurality of advertisements that qualify for inclusion in the slot,
wherein the slot attributes of the slot include at least one of (a) the nature of the piece of electronic content, (b) the size of the slot within the piece of

electronic content, or (c) the placement of the slot within the piece of electronic content;

filtering, out of the subset of the plurality of advertisements, advertisements that have a priority class that is lower than the priority class of any other advertisement that belongs to the subset;

selecting an advertisement from the subset of advertisements to include in the slot based, at least in part, on the potential revenue amounts.

2. (original) The method of Claim 1, wherein:
each advertisement of the plurality of advertisements has a corresponding delivery obligation and a corresponding potential revenue amount.
3. (original) The method of Claim 2, wherein the selecting an advertisement to include further comprises:
selecting a first advertisement instead of a second advertisement if the corresponding potential revenue amount of the first advertisement is higher than the corresponding potential revenue amount of the second advertisement.
4. (canceled)
5. (original) The method of Claim 1 wherein the piece of electronic content is a web page.
6. (original) The method of Claim 1 wherein the piece of electronic content is a video stream.

7. (canceled)
8. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 1.
9. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 2.
10. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 3.
11. (canceled)
12. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 5.
13. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 6.

14-17. (canceled)

18. (currently amended) A computer-implemented method for determining which advertisements to include with electronic content delivered to users over a network, the method comprising an electronic content provider computer system performing the steps of:

storing revenue information that indicates potential revenue amounts for a plurality of advertisements, wherein each of the plurality of advertisements is associated with corresponding delivery criteria and a priority class;

receiving a request to provide over the network a piece of electronic content that includes a slot for an advertisement; and

in response to receiving the request, the electronic content provider computer system performing the steps of:

comparing slot attributes of the slot with the delivery criteria of the plurality of advertisements to determine a subset of the plurality of advertisements that qualify for inclusion in the slot,

wherein the slot attributes of the slot include at least one of (a) the nature of the piece of electronic content, (b) the size of the slot within the piece of electronic content, or (c) the placement of the slot within the piece of electronic content; and

selecting an advertisement from the subset of advertisements to include in the slot based on, at least in part, whether the slot is reserved for buyers that satisfy a set of criteria.

19. (original) The method of Claim 18, wherein the selecting an advertisement to include is based on the priority classes if the slot is reserved for the buyers that satisfy the set of criteria.
20. (original) The method of Claim 18, wherein the selecting an advertisement to include is based on the potential revenue amounts if the slot is not reserved for buyers that are not required to satisfy the set of criteria.
21. (original) The method of Claim 20, wherein the selecting an advertisement to include further comprises:
selecting a first advertisement instead of a second advertisement if the corresponding potential revenue amount of the first advertisement is higher than the corresponding potential revenue amount of the second advertisement.
- 22-24. (canceled)
25. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 18.
26. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 19.

27. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 20.
28. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 21.
29. (previously presented) The method of Claim 1, further comprising:
exclusively offering a first portion of an inventory, of advertisement slots in electronic content, to buyers that satisfy a set of criteria; and
offering a second portion of the inventory to buyers that are not required to satisfy the set of criteria,
wherein the buyers that satisfy the set of criteria and the buyers that are not required to satisfy the set of criteria are advertisers that provide advertisements.
30. (previously presented) The method of Claim 29, further comprising:
offering less than the entirety of the second portion of the inventory for purchase to the buyers that are not required to satisfy the set of criteria.
31. (previously presented) The method of Claim 30, further comprising:
setting an initial price that the buyers are allowed to bid on the second portion of the inventory.

32. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 29.
33. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 30.
34. (previously presented) A computer-readable storage medium storing one or more sequences of instructions which, when executed by one or more processors, causes the one or more processors to perform the method recited in Claim 31.